



# FOCUS

Integration • Inclusion

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For a fair and welcoming French-language community in Ontario

## 2 About ...

- ▶ Moving Forward in a Transition Period

## 3 Promotion, Recruitment and Settlement

- ▶ Democracy Now At Your Fingertips!
- ▶ Etablissement.org: Where French-Speaking Newcomers Go to Get Informed
- ▶ Destination Canada: 9th Edition

## 5 Integration and Awareness-raising

- ▶ New Collège Boréal Campus in Toronto Welcomes Students from Around the World!
- ▶ Conseil scolaire Viamonde and PIDEF Peel-Halton: Collaborative Effort
- ▶ School Integration: Formula for Success

## 7 Economy – Jobs – Recognition

- ▶ Business Class: Harnessing the Entrepreneurial Spirit of the Next Generation of Leaders
- ▶ The Excellence Award Goes to... Immigrant Women!
- ▶ CSDCCS School Board and RDÉE Ontario: A Winning Partnership for Newcomers

## 9 Regionalization

- ▶ Central – Southwestern Network: Latest Developments
- ▶ Eastern Network: Making Strides
- ▶ Northern Network: Implementing the Action Plan
- ▶ The Challenges of Francophone Immigration



# About ...

## Moving Forward in a Transition Period

By Veronica Barnes, Regional Director  
Settlement and Intergovernmental Affairs, Ontario Region  
Citizenship and Immigration Canada

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**La Passerelle I.D.É.** is a non-profit  
organization created in response to the  
integration and economic development  
needs of young Francophones from the  
various cultural communities of Greater  
Toronto. Founded in 1993, La Passerelle  
is recognized within the French-speaking  
community for its leadership on issues and  
matters affecting its clientele.  
[www.passerelleide.com](http://www.passerelleide.com)

To consult calls for proposals issued by  
**Citizenship and Immigration Canada**,  
Settlement Directorate, Ontario Region,  
visit [www.etablissement.org](http://www.etablissement.org).

The 2012-2013 fiscal year began with a wave of significant changes to the public service. As Citizenship and Immigration Canada (CIC) Deputy Minister Neil Yates stated, "The 2012 budget highlights Canada's commitment to making our immigration system more flexible, fast and more responsive to the needs of the Canadian labour market and to encourage economic growth. The modernization program underway at CIC has contributed to the Ministry's ability to deliver on this promise."

Modernization, centralization of services and developments in IT result in the continuity of a strong public service presence in every province across Canada, and for Francophone communities in particular.

CIC is committed to improving services and, at the same time, to reducing costs. This means calling on everyone to exercise their talents and to think strategically in order to implement programs and projects in the context of budget cuts.

With regards to the Ontario region, the commitments made to Francophone minority communities will stand as these are based on the federal commitment to ensure continued support.

Throughout the year and during this transition period at CIC, staff continues to work collaboratively with the various federally-funded Francophone service providers in communities across Ontario. For instance, programming as part of the welcoming communities initiative has been launched by the Hamilton/Niagara Community Health Centre. The region also has a SWIS program which is now entering in its second year, and ANNA, a French-language welcome and information program for newcomers, is off to a great start.

In Ottawa, the French-language public school board, Conseil des écoles publiques de l'Est de l'Ontario (CEPEO), offers eight daily Language Instruction for Newcomers to Canada (LINC) classes, while La Cité collégiale offers 22 language courses, from levels 1 through 7, including

Enhanced Language Training (ELT). Both of these programs continue to produce positive outcomes.

Work at CIC is done in unison with the activities that are carried out in support of French-speaking newcomers and the immigrant Francophone minority communities themselves. The recruitment and economic integration of French-speaking newcomers remain a top priority.

The 2012 Call for Proposals (CFP) closed on September 7, 2012. Priorities identified for the Ontario region will ensure that CIC continues to support the programming and resources essential to the successful economic, linguistic, and social integration of French-speaking immigrants. Priorities are as follows:

- ▶ Delivery of quality information and orientation services by Francophone organizations committed to the integration of newcomers.
- ▶ Provision of language training using new technologies and other methods of delivery for occupation-specific language training, particularly internships and mentorships.
- ▶ Initiatives to facilitate the economic integration of French-speaking immigrants in partnership with the drivers of economic growth (private sector firms, Francophone and Anglophone employers, municipalities, etc.).
- ▶ The consulting networks working in partnership with the public sector in the three Ontario regions (Eastern, Northern and Central Southwestern).

In coming years, the challenge will be to demonstrate the ability to maximize resources in order to produce concrete results leading to the successful economic, linguistic and social integration of Francophone immigrants. The key is to ensure that newcomers are well informed of all the resources at their disposal and encouraged to use them in order to successfully integrate into Canadian society.

# Promotion, Recruitment and Settlement

## Democracy Now At Your Fingertips!

By Jacqueline Noiseux, Executive Director  
Association française des municipalités de l'Ontario (AFMO)

Thanks to funding from the Ontario Trillium Foundation, REPFO, the Ontario Ethnocultural Association of Francophone Parents, and AFMO, which represents Francophone municipalities in Ontario, have joined forces to provide a valuable web resource called [tondroit.ca](http://tondroit.ca). This awareness-raising tool encourages citizens, especially immigrants, to get involved in municipal and school board politics.

Canadian citizens have certain fundamental human rights and freedoms, including democratic and legal rights. One's ability to properly integrate into Canadian society depends, among other things, on one's ability to exercise these rights at the municipal and school board levels.

The web site [tondroit.ca](http://tondroit.ca) offers a wealth of information on the subject. Visitors will find numerous articles, relevant links as well as visuals including videos explaining the importance of getting involved in school and local politics, making informed choices and voting. People interested in pursuing a political career will find the web site especially useful.

To understand what is truly at stake when it comes to municipal and school board elections especially regarding Francophone communities, visit [tondroit.ca](http://tondroit.ca).



## Etablissement.org : Where French-speaking Newcomers Go to Get Informed

By Lumembo Tshiswaka, Promotion and Liaison Officer for the French-language web site,  
Ontario Council of Agencies Serving Immigrants (OCASI)



*Lumembo Tshiswaka, seen here in the company of colleagues, actively promotes the web site and other OCASI information resources to newcomers in a variety of venues.*

When setting foot in Ontario, French-speaking newcomers have the option of accessing information either in English, or in French to find out what's what.

Etablissement.org, the French-language equivalent of Settlement.org, is a prime information tool for newcomers settling in Ontario. Managed by OCASI since 2007, this web resource provides a wealth of relevant, current information covering all

aspects of the settlement and integration process including citizenship and immigration, education, employment, health, culture and community life.

In this web site as with all of its information tools, OCASI strives to provide access to a comprehensive range of reliable and up-to-date information. Etablissement.org was recently overhauled to make navigation more user-friendly. User feedback indicates that newcomers value the web resource for its ability to direct visitors to essential settlement and integration services in the community.

## Destination Canada: 9<sup>th</sup> Edition

Funded by Citizenship and Immigration Canada, Destination Canada is a job fair designed for the recruitment of temporary or permanent workers from France, Belgium, and Tunisia. It gives Canadian employers access to a significant pool of qualified talents in various fields. The Canadian delegation includes provincial and territorial representatives as well as members of Francophone communities from across Canada. These participants actively promote the many opportunities and integration services available to candidates once they set foot in Canada.

### IN THE WORDS OF RECRUITED CANDIDATES

Three immigrants recruited to work at the Centre franco-ontarien de ressources pédagogiques (CFORP) share their experience.

#### AMAURY LAVOINE

Programmer Recruited from France

*"At a very young age, I remember dreaming of going to North America. When opportunity came knocking, I jumped at the chance and set about obtaining a work permit. A friend told me about Destination Canada.*

*First, a pre-screening: five of us were selected to take part in the fair. The program was as comprehensive as it was interesting. Next came interview sessions with employers, one of whom was looking to hire a programmer. Three weeks later, my phone rang and I learned that I had been pre-selected. I was excited, confused, and scared! A week later, there was a Skype interview, followed by a final phone call letting me know that I was expected in Ottawa in January.*

*There was so much to do to get ready... paperwork, moving-out sale, goodbyes... Then came the big move to Ottawa in January 2012, with a stopover in Montreal. A nice couple put me up for the weekend, giving me time to do some apartment hunting. But I ended up staying with them 15 days, exploring my new home town and taking in some of the winter fun.*

*By March, my mind was made up: this is where I want to be. What's not to love? The people are great, so is the hospitality, my work, the whole scene, nature, winter, and all the sports! In October, I was offered a permanent contract and I wasted no time taking steps to secure permanent residence."*

#### ANNE SEROR

Web Programmer, Multimedia Production

*"I heard about Destination Canada at the Canadian Embassy. I prepared a Canadian-style résumé (French and English), updated my LinkedIn profile, and had business cards made for the big day.*

*Once onsite, I looked over the list of employers and got in line. I was nervous; you only get a few minutes to do your pitch and make a good, strong first impression, a bit like speed dating. I also gave a few interviews via Skype and was selected.*

*Mission one accomplished: I had secured a one-year employment contract. Next, I had to apply for a visa. I went to the embassy thinking I would have to wait at least three weeks for a response, which would leave me time enough to settle my affairs. Instead, I was asked to wait. An hour goes by, then someone hands me a piece of paper wishing me bon voyage. I was floored. Then I started to panic: my new job starts in eight days and I'm not the least bit ready! But I soon discovered that when you have to, you can get a lot of things done in under six days.*

*I was so happy when I got here and I saw snow. It's a bit of a cliché, but for me, Canada means snow 365 days a year. But having spent a summer here, I realize now that it gets hot, really, really hot.*

*The whole integration process went very well. I've been working at CFORP for nine months now and I have no regrets about an experience that I would recommend to anyone."*

#### OLIVIER ALFIERI

Senior Project Manager,  
Multimedia Production

*"For me, Destination Canada represents a great professional and human experiment. The Brussels fair, which was superbly organized and very welcoming, was in itself an indication of the Canadian mentality, the positive and human outlook this country has. The way they did things—how they presented the country's various regions, how much they value professional qualifications and work experience—greatly appealed to me.*

*A quick read of which employers and businesses were represented onsite led me to an Ontario employer, CFORP. This meeting is what ultimately drove me to Ottawa. I was bowled over by its cultural wealth and how all of these cultures coexist in harmony.*

*At CFORP, I was given the opportunity to manage great projects which carried substantial responsibilities and challenges. My main project, clicenligne.ca, was tailor-made for me. The online learning platform provides French language training to newcomers in order to help them to better integrate socially and professionally. I'm learning as I work and discovering what Canadian life is all about, a truly enjoyable experience.*

*At this point in my new adventure, I can only say this: looking forward to more!"*

# Integration and Awareness-raising



## **New Collège Boréal Campus in Toronto Welcomes Students from Around the World!**

By Diane Dubois, Associate Vice-President Academic for Central and Southwestern Ontario, Collège Boréal

Located at 1 Yonge Street, Collège Boréal's newest campus now has the space to accommodate a greater number of immigrant students. It also provides increased program offerings including language training, specifically Language Instruction for Newcomers to Canada or (LINC), as well as the French equivalent Cours de Langue pour les Immigrants au Canada or (CLIC) courses funded by Citizenship and Immigration Canada

(CIC). Occupation-specific language training or (OSLT) courses are also in high demand among foreign-trained health professionals.

Employment services funded by Employment Ontario are popular with immigrant students. Collège Boréal offers a broad range of employment support services as well a wide selection of continuing and postsecondary education opportunities for students looking

to gain a competitive edge in the labour market.

In addition, thanks to the funding support of FedDev, the new Collège Boréal campus is home to a Bilingual Workforce Training Centre. It provides access to a range of training opportunities in entrepreneurship, management and computer, all growth industries.

## **Conseil scolaire Viamonde and PIDEF Peel-Halton: Collaborative Effort to Facilitate the Integration of Newcomers**

The *Conseil scolaire Viamonde* school board is a proud partner of PIDEF Peel-Halton—Settlement in French-language Schools Program—and of the SWIS—Settlement Workers in Schools—program team. Under the auspices of *Centre francophone de Toronto* and with funding support from Citizenship and Immigration Canada (CIC), stakeholders involved in settlement services at Brampton's *École secondaire Jeunes sans frontières* have joined forces for a second consecutive year. The SWIS are working to facilitate the integration of immigrant students and their families by providing information, resources and active support.

"The welcoming committee meets once or twice monthly during the school lunch break, at which time specially trained student acting as program ambassadors hold a meet and greet session with newcomers. This is an opportunity to find out how to successfully integrate into the new school and host community", says Nawal Athanase, SWIS Coordinator for PIDEF Peel-Halton.

The SWIS also work collaboratively with an Anglophone organization to organize monthly sporting activities and outings in both English and French. Nawal Athanase explains that these kinds of educational and social interactions help immigrant students to develop their social skills and leadership abilities.

Other elementary schools—Patricia-Picknell in Oakville, Horizon jeunesse in Mississauga and Carrefour des jeunes in Brampton—have set up an admissions committee. Its activities are part of PIDEF Peel-Halton and held in conjunction with the school visit by the SWIS team. It is an opportunity to provide newly arrived families with information, support and services.

Collaboration between stakeholders at all levels is key; it makes a huge difference in how well newcomers, students and their families, integrate into their host community.

## School Integration: *Formula for Success*

By Marie-Pierre Daoust, Coordinator, Peel-Halton SWIS Program,  
Conseil scolaire de district catholique Centre-Sud (CSDCCS) School Board



As part of its Peel-Halton school integration program, CSDCCS, with funding support from Citizenship and Immigration Canada (CIC) offers a range of personalized services

to immigrant families settling in the region. These services, which are designed to facilitate integration and the search for employment, are delivered with the help of

the SWIS—Settlement Workers in Schools—in all nine French-language catholic schools in the region.



### FOR PARENTS

Parents of immigrant students now have access to support services as part of their settlement process including the search for housing and employment. Orientation sessions on the Ontario education system are also provided and newly-arrived families are actively encouraged to take part in school activities.



### FOR STUDENTS

As well, SWIS provide a range of support services to immigrant students, who also have access to a range of informative activities that address key themes such as cultural diversity, self-esteem, bullying and building healthy relationships. Those attending high school are also offered summer employment workshops.

To further facilitate school integration, the SWIS with the support of COPA, a provincial Francophone organization that develops skills, tools and resources to foster safe, strong and free schools and communities in Ontario, provides a French-language welcome

and information program for newcomers known as ANNA. This program is led by nine specially trained student leaders who have successfully integrated and are in a position to positively influence newcomers to their school..

To learn more, visit  
[www.csdccs.edu.on.ca](http://www.csdccs.edu.on.ca)

# Economy – Jobs – Recognition



## Business Class: Harnessing the Entrepreneurial Spirit of the Next Generation of Leaders

By Rajaa Razafiarisoa, Marketing and Communication, La Passerelle - I.D.É.

Launched in 2012 by La Passerelle - I.D.É., Business Class is an innovative program geared exclusively to the most ambitious young entrepreneurial minds. It provides a unique training opportunity to 80 Francophone immigrant high achievers looking to break into the business world. Over a 36-month period, four cohorts of 20 participants are given the tools and resources they need in order to turn their business idea into a real-world venture.

This program was made possible with funding support from the Ontario Trillium Foundation through its Future Fund. Business Class appeals to funders because it is specifically engineered to foster economic development and integration among young Francophone newcomers with a strong entrepreneurial bent.

Thanks to this funding support, La Passerelle - I.D.É. was able to set up a comprehensive immigrant youth entrepreneurship program tailored to a hands-on approach. Through various experiences and workshops, participants discover the building blocks for achieving success in the business world.

Each cohort undergoes five months of intensive training and coaching:

### STEP 1

Participants focus on acquiring knowledge through coaching and mentoring as well as developing language skills and strengthening their networking abilities.

### STEP 2

Their focus then shifts to laying the groundwork, i.e., putting together the building blocks of a business start-up, and self-improvement.

## PARTICIPANT PROFILE

### FANNY NGANTCHEU

**Country of Origin:**  
France

**Age :**  
29 years old

**Years in Canada:**  
2 years

**Business Project :**  
ready-to-wear boutique

*"This program is amazing in the way it is set up and how it delivers. I love the workshops—you learn something every day. As an immigrant, I found it very helpful, especially when it came to understanding the Canadian market and mindset. Business Class is also a great confidence booster. With the help of coaches and mentors, I'm on track to launch my business in February 2013."*

**PHALAKONE MYSAY,**  
Blogger-entrepreneur

**Country of Origin:**  
France

**Age :**  
32 years old

**Years in Canada:**  
4 years

**Business Project :**  
Paleolithic restaurant chain and service delivery to Francophone newcomers via blog

*"Business Class is a great starting point for anyone looking to go into business for themselves. The mentors and the coaches, who have real-world experience, provide invaluable insights. They make the program what it is."*

◀◀◀ page 7

In this way, participants have the opportunity to look at the different facets of the business world. They explore funding opportunities; they learn how to develop a business plan and how to expand their contact network; they learn new techniques for boosting their language and marketing skills; they also learn about the Canadian labour market, business laws and regulations. In short, everything they need in order to succeed..

### Winning Formula

“Participants forge strong bonds with one another, building very positive group dynamics in the process, which contributes to knowledge acquisition and sharing.

Program coaches and business mentors enjoy the program just as much, sharing their life’s lessons with a highly receptive audience”, says Aïssatou Sonko, Business Class Program Manager for La Passerelle - I.D.É.

At the conclusion of the program, 80 young Francophone immigrants will have adopted a plan for achieving economic success that involves:

- ▶ Launching a business;
- ▶ Starting a business career, or;
- ▶ Pursuing studies in order to acquire the necessary skills set.

### Participant Profile

Business Class is designed to empower young Francophone immigrants who are 18 years of age and older, reside in the GTA and also speak English. The ideal participant is a determined individual who is highly motivated and wired to succeed; he or she has a business project in mind and the ability to function in a high-pressure environment. Applicants must undergo a rigorous selection process and demonstrate that they have the prerequisites to participate in a demanding program.

To learn more, visit  
[www.passerelle-ide.com/classeaffaires](http://www.passerelle-ide.com/classeaffaires).

## Immigrant Women of Excellence Award

By Nabila Sissaoui, Liaison Officer  
 Central Southwestern Francophone Immigration Support Network

At a ceremony honouring Women of Excellence held in June 2012 in Hamilton, Centre français Hamilton and the Central Southwestern Network joined together to celebrate the economic, cultural and social integration and contributions of immigrant women. Five individuals were singled out as symbols of excellence on Canadian soil: Chantal Mudahogora, Espérance

Ngendandumwe, Florence Ngenzebuhoro, Sékoura Koumad and Stéphanie Sathoud.

The event was so successful that the partners plan on holding a second edition next year. The awards seek to honour immigrant women who have made an outstanding contribution to the growth and development of Francophone communities in Ontario.

As an official service provider, Centre français Hamilton offers French-speaking newcomers a range of integration services with funding support from Citizenship and Immigration Canada (CIC). The Central Southwestern Network, whose operations are also funded by CIC, plays a leading role in the region, mobilizing stakeholders in support of Francophone immigration.

## CSDCCS School Board and RDÉE Ontario: A Winning Partnership for Newcomers

By Marie-Pierre Daoust, Coordinator, Peel-Halton SWIS Program  
 Conseil scolaire de district catholique Centre-Sud School Board

CSDCCS and RDÉE Ontario, a provincial Francophone organization specializing in economic development, are partnering to deliver a support program designed to help newcomers find employment, or start a business.

Since 2011, parents of immigrant students enrolled in CSDCCS’s nine French-language catholic schools in the Peel-Halton region have been supported in their quest to secure employment, or to launch a new business venture thanks to RDÉE Ontario’s flagship provincial program, *Opportunities for All*. As

partners, they share a common goal, which is to facilitate the integration of newcomers into the region.

With funding support from Citizenship and Immigration Canada, CSDCCS and RDÉE Ontario offer a range of personalized support services in the school setting. Families new to Canada are guided through the settlement process as well as the labour market and provided with the necessary tools leading to gainful employment.

“Immigrants families had often expressed the need for support in finding employment. With

a partner like RDÉE Ontario, we now have the tools to help them achieve this goal”, says Yves Lévesque, Chairman of CSDCCS.

In addition to employment tools, RDÉE Ontario provides mentoring and entrepreneurship opportunities. “Working collaboratively with a school board allows us to reach out to newcomers in the Peel-Halton region and to provide ongoing support and guidance, effectively helping them to integrate fully into the community”, adds Daniel Sigouin, Executive Director of RDÉE Ontario.

# Regionalization

## Central Southwestern Francophone Immigration Support Network: *Latest Developments*

The Central Southwestern Network held a two-day forum which brought together close to 150 stakeholders from across the region. This was a watershed event for a number of reasons:

- ▶ A much needed regional dialogue on key immigration issues was kick-started between decision-makers, stakeholders and service providers;
- ▶ Key players were able to address major concerns and barriers so that efforts in the

area of Francophone immigration can lead to more positive outcomes;

- ▶ The forum opened the door to the creation of more partnerships for the purpose of sharing information, pooling resources, exchanging ideas, seeking solutions and promoting best practices;
- ▶ Stakeholders were effectively mobilized to take collective action in order to meet the goals set out in the federal strategic plan on Francophone immigration;

- ▶ Attention was focussed on the need to find solutions to help Francophone newcomers successfully integrate into the region.

Exchanges led participants to make several recommendations. One recommendation is the need to prioritize the recruitment of newcomers, their retention and integration. Another is the need to strengthen ties with employers throughout the region.

## Eastern Francophone Immigration Support Network: *Making Strides*

By Marie Élise Lebon, Coordinator

The Eastern Network brings together stakeholders from the private and public sectors as well as from the Ottawa, Cornwall and Kingston regions to exchange ideas and explore issues. It acts as a uniting force, effectively conjugating the efforts of all key players, including service providers, involved in all areas of immigration. Our challenge is to attract and retain Francophone newcomers to the region. In Canada's Economic Action Plan for 2012, the federal government makes it a top priority to recruit skilled immigrants in response to labour shortages.

The Eastern Network plans on redoubling efforts to reach immigrant recruitment and retention goals. To do so, we will expand our network of partners both in Anglophone and Francophone communities, in addition to encouraging greater resource pooling and sharing. We will also develop new strategies

to encourage employers to hire more skilled immigrants. Furthermore, we will mobilize stakeholders across our region and take collective action in order to achieve the following:

1. Increase the number of French-speaking immigrants to Francophone minority communities;
2. Ensure that Francophone minority communities have the necessary settlement infrastructures to receive Francophone newcomers;
3. Ensure the economic integration of French-speaking immigrants into Canadian society and Francophone minority communities in particular;

4. Ensure the social and cultural integration of French-speaking immigrants into Canadian society and into Francophone minority communities;

5. Foster regionalization of Francophone immigration.

## Northern Ontario Francophone Immigration Support Network: *Implementing the Action Plan*

By Meron Yeshoa, Executive Director

Contact interculturel francophone de Sudbury (CIFS)

Actions carried out by the Northern Network are in step with the Action Plan that was adopted following the March 2012 Forum. The work we do, i.e., coordinating, consulting with and mobilizing stakeholders, focusses on three core priority areas, namely Network governance, immigrant recruitment and economic integration of newcomers.

### Governance

The Northern Network has adopted a new governance model to strengthen ties between cities across the region in the area of Francophone immigration. An executive committee now holds regular meetings to oversee the implementation of Forum recommendations. This committee has broad representation; it includes the Network Coordinator, the CIFS Executive

Director and a representative of each major city in Northern Ontario. And through a special partner council, the Northern Network now has the ability to convene all partner organizations to an annual meeting as part of Forum activities.

### Economic Integration

Economic integration is a key issue involving newcomers, employers and Francophone communities alike. The Northern Network works in partnership with employment agencies, economic development and integration agents as well as educational institutions. We also provide support to the recruitment initiative Destination Canada by enlisting, among other actions, the participation of Northern Ontario employers.

### Recruitment

Attracting newcomers to the region represents a major challenge, which makes it a priority for the Northern Network. Part of our work entails identifying resources in support of priority projects tailored to the needs of Francophone newcomers. Promotion aimed at private, community, institutional and government stakeholders is also part of our work. We seek not only to attract skilled immigrants to work in our region, but also those interested in investing in it.

In the months ahead, greater efforts will be made in all three priority areas to increase Francophone immigration to Northern Ontario.



## The Challenges of Francophone Immigration

By Darlyn Mentor, Director, Settlement Programs, Citizenship and Immigration Canada  
Sixth Metropolis Pre-Conference Session, *Francophone Immigration* in Canada, February 2012

### An Overview of the History of Francophone Immigration

The historical context of Francophone immigration since 2003 can be summed up in the implementation of the priorities set forth in the following documents: the *Strategic Framework to Foster Immigration to Francophone Communities in Canada* (2003), the Strategic Plan (2006), which clearly defines the issues and outlines targeted measures as part of a long-term plan, and the *Roadmap for Canada's Linguistic Duality 2008-2013: Acting for the Future*, whose objectives include support of official language minority communities. The *Fédération des communautés francophones et acadienne* (FCFA) du Canada has been a key player in the area of Francophone immigration for the last 10 years. Part of its role is to help in the coordination and implementation of the *Strategic Plan*.

Today, eight years after the unveiling of the *Strategic Framework*, we have reached a crossroads. The purpose of this session is to explore key issues as we seek to move forward, to begin with:

- ▶ What priorities have been the most relevant and why?
- ▶ Were the priorities set forth in the Strategic Plan measurable?
- ▶ Have we achieved real results?
- ▶ What mechanisms were put in place to operationalize the Strategic Plan priorities?
- ▶ What are the ongoing challenges in the area of Francophone immigration?
- ▶ What lessons have we learned through the implementation of the Strategic Plan?
- ▶ How can we influence the advancement of Francophone immigration in terms of policies and programs?

### Knowledge Mobilization

Our discussions focus on a core issue, specifically the need to mobilize and build on existing knowledge in the areas of community governance and immigration. Efforts in both these areas aim to ensure the successful integration of French-speaking newcomers at all levels of Canadian society and in our communities, economically, socially and culturally.

... **These challenges are all the more important given the current economic context, demographic data, and programming changes.** ...

These challenges are all the more important given the current economic context, demographic data, and programming changes. Developments in the area of Francophone immigration since the unveiling of the *Strategic Plan* in 2006 and its 12 priorities make them even more significant. Priorities include establishing local networks; promoting immigration and the selection of potential immigrants; raising awareness in the local community; supporting postsecondary French-language institutions; supporting refugees; integration into the labour market; supporting the creation of micro-businesses; and encouraging the participation of provinces and territories.

Having implemented the Strategic Plan, we must now seek to answer two questions: what have we accomplished, and what can we do differently?

### Implementation of the Strategic Plan

The vision, as well as the objectives and activities of the *Strategic Plan* were developed on the basis of 2001 Census findings, which clearly sketched out the demographic challenges faced in Francophone minority communities.

Evaluation of the Strategic Plan is currently aimed at more targeted and measurable priorities in order to determine the actual results of our efforts and operations. These priorities are reviewed on an annual basis. For the year 2011-2012, the Citizenship and Immigration Canada/Francophone Minority Communities (CIC-FMC) Steering Committee has identified the following priorities:

- ▶ promotion and recruitment;
- ▶ strengthening of networks;
- ▶ economic integration into the labour market.

In order to achieve the objectives and priorities of the Strategic Plan, we must remember that all ministries and federal agencies have a key role to play in ensuring priorities are met. The synergy and collaboration of all involved and committed stakeholders will be critical to the success of our new vision for Francophone immigration, especially in the current context of fiscal constraints.

### Top Priorities: Recruitment and Economic Integration

The recruitment of French-speaking immigrants is key to achieving Objective 1 of the Strategic Framework, namely an increase in the demographic weight of immigrants and, consequently, of Francophone minority communities outside Quebec. The active involvement of employers and communities remains vital in attracting newcomers. Immigrants go where the jobs are. Many recruitment efforts have been made as

part of Destination Canada, a model that has produced real results. Having said that, there are a number of ongoing recruitment challenges to tackle due to important factors, namely:

- ▶ competition with Quebec;
- ▶ the need for an immigrant's profession to be included on Canada's list of the 29 most highly demanded occupations;
- ▶ the need for English language proficiency, which qualifies immigrants to be hired by bilingual or Anglophone businesses.

Economic integration remains a major challenge that increasingly requires proficiency in English. Many bilingual businesses have labour shortages and are looking for skilled bilingual candidates to fill job openings..

- ▶ Destination Canada represents a new model for matching existing jobs with foreign French-speaking candidates who have the required skill set.
- ▶ Other economic integration models have been developed through pilot projects such as *Opportunities for All*, which fosters the recruitment of French-speaking and bilingual immigrants by small to medium-size businesses in Ontario as well as entrepreneurship.

### Issues to Consider for the Future of Francophone Immigration

Several questions regarding the Strategic Plan were raised at the Metropolis Conference in Ottawa in January 2012:

- ▶ Will we take a new look at the state of minority Francophone immigration?
- ▶ Is it necessary to carry out statistical research on the issue of Francophone immigration outside Quebec?
- ▶ How will we identify measurable objectives and concrete measures as part of a future Strategic Plan?
- ▶ How can we better align recruitment and settlement services in order to create a continuum of services for newcomers?

### Partner Commitment for Successful Francophone Immigration

At the Metropolis Conference held last January 25 in Ottawa on the evolution of activities which form the core of the *Strategic Plan* and *Roadmap*, participants expressed their interest in seeing the following stakeholders at CIC Steering Committee meetings:

- ▶ cities and other non-traditional stakeholders
- ▶ national sector councils
- ▶ professional associations
- ▶ the Federation of Francophone municipalities
- ▶ mayors of smaller communities
- ▶ some provincial ministries
- ▶ municipalities
- ▶ Quebec

The participation, commitment and contributions of these partners will be critical in continuing the work in the area of Francophone immigration based on a new vision for the future.

At this point in the evolution of Francophone immigration, it is important to remind ourselves that the roles played by key stakeholders are of paramount importance in order:

- ▶ to provide a frank and open assessment of our successes in this area;
- ▶ to understand the scope of the ongoing challenges;
- ▶ to map out a new vision for the future of Francophone immigration and Francophone communities.

On the eve of the completion of the *Strategic Plan's* mandate in 2013, CIC brought together federal and provincial partners, consultants, university researchers and members of the community who participated in the implementation of the *Strategic Plan*. The objective was to provide feedback on the accomplishments and lessons learned over the course of the last five years.

The recommendations resulting from this exercise will shed light on the decision-making process and the need to establish a new *Strategic Plan*.

- ▶ What measures should be taken to ensure renewed ministerial commitment and to get other ministries involved?
- ▶ Can we establish an intergovernmental committee (federal, provincial, and territorial) on Francophone immigration?
- ▶ What will be the role of employers, networks, and non-traditional stakeholders?

I invite you now to consider the future of Francophone immigration and to share your vision, your concerns, and your suggestions.

Thank you.